Executive Proclamation

State of South Dakota

Office Of The Governor

WHEREAS, The President of the United States has proclaimed the week beginning April 22, 1990, as "National Consumers Week;" and,

WHEREAS, A major function of our competitive free market system is to satisfy consumer demand; and,

WHEREAS, Everyone is a consumer, but too often this role is the most neglected in terms of preparation and training; and,

WHEREAS, Consumers should have access to a wide assortment of competitively priced goods and services produced here and abroad, accurate information on product content and care, contractual agreements, the cost of credit...essentially whatever facts are needed to make an informed choice; and,

WHEREAS, It is clear the greatest fairness for consumers can be achieved through the active cooperation of business, government, and consumers themselves working together to ensure equity, increased competition, and safety in our free market economy; and,

WHEREAS, National Consumers Week will promote dissemination of sound consumer information by both public and private sectors, including the media, on subjects such as complaint handling and public policy issues which affect consumers; encourage dialogue and cooperation among consumers, business and government; and broaden the scope of consumer and economic education by heightening consumer awareness that we function in a world market--that our interdependence extends far beyond the boundaries of the United States:

NOW, THEREFORE, I, GEORGE S. MICKELSON, Governor of the State of South Dakota, do hereby proclaim April 22 through 28, 1990, as

NATIONAL CONSUMERS WEEK

in South Dakota.

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of South Dakota, in Pierre, the Capital City, this Fourteenth Day of February, in the Year of Our Lord, Nineteen Hundred and Ninety

GEORGE S. MICKELSON, GOVERNOR

ATTEST:

JOYCE HAZELTINE, SECRETARY OF STATE